

Wisconsin Medicaid  
Prenatal Care Coordination  
Certification Packet

Wisconsin  
Department of  
Health and Family Services

Jim Doyle  
Governor

Helene Nelson  
Secretary



**State of Wisconsin**

**Department of Health and Family Services**

**DIVISION OF HEALTH CARE FINANCING**

1 WEST WILSON STREET  
P O BOX 309  
MADISON WI 53701-0309

Telephone: 608-266-8922  
FAX: 608-266-1096  
TTY: 608-261-7798  
[www.dhfs.state.wi.us](http://www.dhfs.state.wi.us)

Dear Medicaid Provider Applicant:

Thank you for applying for certification with the Wisconsin Medicaid program. Once you are a Medicaid provider, you will play a significant part in improving the health of low-income people in your community.

Enclosed are the certification materials you requested. Please review these materials carefully. These materials must be completed and processed before you may become a certified provider for the Wisconsin Medicaid program and begin receiving payments.

Upon certification as a Wisconsin Medicaid provider, you will receive the All Provider Handbook containing general instructions for all providers. In addition, you will also receive publications relating to the specific services you will be providing. These publications will identify the services covered by the Medicaid program and will describe Medicaid billing procedures. After reading those materials, if you have additional questions, we encourage you to use provider services. These services include both telephone and on-site assistance. If you are interested in using these services, please contact the Provider Services Unit addresses and telephone numbers listed in the All Provider Handbook.

We realize that all providers appreciate prompt payments, so we encourage providers with computers to submit claims electronically. This method reduces clerical errors and decreases turn around time. If you are interested in electronic submission of claims and would like more information, including the free software, please contact (608) 221-4746. Information is included in your certification materials regarding electronic submission of claims.

Thank you, again, for your interest in becoming a certified Wisconsin Medicaid provider and for the important services that you will provide to Medicaid recipients. If you have any questions about enclosed materials, please contact the Wisconsin Medicaid Correspondence Unit at (608) 221-9883 or toll-free at 1-800-947-9627.

Sincerely,

A handwritten signature in cursive script that reads "Peggy B. Handrich".

Peggy B. Handrich  
Associate Administrator

PBH:mhy  
MA11065.KZ/PERM

Enclosure

# Wisconsin Medicaid Checklist for Certification

The items listed below are included in your certification application. Please use this form to check that you received the materials and verify which materials you returned. Please copy all documents for your records before sending them to the fiscal agent. Keep this checklist for your records. Mail your completed application to:

Provider Maintenance  
6406 Bridge Road  
Madison, WI 53784-0006

**The required items must be completed and returned to Wisconsin Medicaid:**

|    | Item  | Required | Optional | Date Sent |
|----|---|----------|----------|-----------|
| 1. | Provider Application                        | X        |          |           |
| 2. | Provider Agreement (2 copies)               | X        |          |           |
| 3. | Outreach and Management Plan                | X        |          |           |
| 4. | Memorandum of Understanding (Sample Format) |          |          |           |

**These items are included for your information. Do not return them:**

|    | Item                           |
|----|--------------------------------|
| 1. | General Information            |
| 2. | Certification Requirements     |
| 3. | Terms of Reimbursement         |
| 4. | Electronic Billing Information |

## **Wisconsin Medicaid Program General Certification Information**

Enclosed is the certification application you requested to be a Wisconsin Medicaid provider. Your certification for Wisconsin Medicaid can be approved when you send a **correctly completed application** to the address below and meet all certification requirements for your provider type. **Wisconsin Medicaid cannot reimburse any services you provide prior to your approved certification effective date.** Please carefully read the attached materials.

### **Where to Reach Us**

If you have questions about the certification process, please call the Wisconsin Medicaid Correspondence Unit for Policy/Billing Information at (608) 221-9883 or toll-free at 1-800-947-9627.

Copy all application documents for your records. Send your completed certification materials to:

Wisconsin Medicaid  
Provider Maintenance  
6406 Bridge Road  
Madison, WI 53784-0006

### **Certification Effective Date**

Wisconsin Medicaid regulations are followed when assigning your initial effective date as described here:

1. The date you notify Wisconsin Medicaid of your intent to provide services is the earliest effective date possible and will be your initial effective date **if**:
  - You meet all applicable licensure, certification, authorization, or other credential requirements as a prerequisite for Medicaid on the date of notification. Do not hold your application for pending licensure, Medicare, or other required certification. Wisconsin Medicaid will keep your original application on file. Send Wisconsin Medicaid proof of eligibility documents immediately once available for continued processing.
  - Wisconsin Medicaid receives your **properly completed certification** application within 30 days of the date the application was mailed to you.
2. If Wisconsin Medicaid receives your application more than 30 days after it was mailed to you, your initial effective date will be the date Wisconsin Medicaid receives your correctly completed application.
3. If Wisconsin Medicaid receives your incomplete or unclear application within the 30-day deadline, you will be granted one 30-day extension. Wisconsin Medicaid must receive your response to Wisconsin Medicaid's request for additional information within 30 days from the date on the letter requesting the missing information or item(s). This extension may allow you additional time to obtain proof of eligibility (such as license verifications, transcripts, other certification, etc.)

4. If you don't send complete information within the original 30-day deadline or 30-day extension, your initial effective date will be based on the date Wisconsin Medicaid receives your complete and accurate application materials.

### **Notification of Certification Decision**

Within 60 days after Wisconsin Medicaid receives your completed application, you will be notified of the status of your certification. If Wisconsin Medicaid needs to verify your licensure or credentials, it may take longer. You will be notified as soon as Wisconsin Medicaid completes the verification process.

If you are certified to provide Medicaid services, you will receive written notice of your approval, including your Wisconsin Medicaid provider number and certification effective date.

### **Notification of Changes**

Your certification in Wisconsin Medicaid is maintained only if your certification information on file at Wisconsin Medicaid is current. You must inform Wisconsin Medicaid in advance of any changes such as licensure, certification, group affiliation, corporate name, ownership, and physical or payee address. **Send your written notice to Wisconsin Medicaid Provider Maintenance** This notice must state when these changes take effect. Include your provider number(s) and signature. Do not write your notice or change on claims or prior authorization requests.

Failure to notify Wisconsin Medicaid of these types of changes may result in:

- Incorrect reimbursement.
- Misdirected payment.
- Claim denial.
- Suspension of payments in the event provider mail is returned to Wisconsin Medicaid for lack of current address.

### **Provider Agreement Form**

Your agreement to provide Medicaid services must be signed by you and the Wisconsin Department of Health and Family Services. This agreement states that both parties agree to abide by Wisconsin Medicaid's rules and regulations.

The agreement is valid for a maximum of one year. All Provider Agreements expire annually on March 31. The Department of Health and Family Services may renew or extend the Provider Agreement at that time.

You cannot transfer, assign, or change the Provider Agreement.

The application includes two copies of the Provider Agreement. Complete, sign, and return both copies. Type or clearly print your name as the applicant's name both on the line on page 1 and on the appropriate line on the last page of the agreement. You must use the same provider name on the application forms and Provider Agreement. When the certification process is complete, you will receive one copy of your processed and signed Provider Agreement. The other copy will be kept in your Wisconsin Medicaid file.

## **Terms of Reimbursement (TOR)**

The TOR explains current reimbursement methodologies applicable to your particular provider type. It is referenced by, and incorporated within, the provider agreement. Keep the TOR for your files.

## **Certification Requirements**

The Wisconsin Administrative Code contains requirements that providers must meet in order to be certified for Wisconsin Medicaid. The code and any special certification materials applicable to your provider type are included as certification requirements.

## **Publications**

Along with your notice, Wisconsin Medicaid will send one copy of all applicable provider publications. The publications include program policies, procedures, and resources you can contact if you have questions.

Many clinics and groups have requested to receive only a few copies of each publication, rather than a personal copy for each Medicaid-certified individual provider in the clinic or group. If you are an individual provider who is a member of a Medicaid-certified clinic or group, you may reassign your copy to your clinic or group office. Please decide if you wish to receive your personal copy of Medicaid publications or if it is sufficient for your Medicaid-certified clinic or group office to receive copies.

If you do not wish to receive personal copies of Medicaid publications, please complete the attached “Deletion from Publications Mailing List Form.” If you wish to have your copy of publications reassigned to your clinic or group, also complete the “Additional Publications Request Form.”

## **Prenatal Care Coordination (PNCC) Certification Criteria**

### **I. PROVIDERS ELIGIBLE FOR CERTIFICATION**

Per section HFS 105.52(1), Wisconsin Administrative Code, the following agencies, organizations and providers are eligible for certification as providers of prenatal care coordination services:

- (a) Community-based health organizations
- (b) Community-based social services agencies or organizations
- (c) County, city, or combined city and county public health agencies
- (d) County department of human services under s. 46.23, Stats., or social services under s. 46.215 or 46.22, Stats.
- (e) Family planning agencies certified under s. HFS 105.36
- (f) Federally qualified health centers (FQHC) as defined in 42 CFR 405.2401(b)
- (g) Health maintenance organizations (HMO)
- (h) Independent physician associations (IPA)
- (i) Hospitals
- (j) Physician's office or clinics
- (k) Private case management agencies
- (l) Certified nurse or nurse practitioners
- (m) Rural health clinics certified under s. HFS 105.35
- (n) Tribal agency health centers
- (o) Women, Infants, and Children (WIC) programs under 42 USC 1786.

## **II. REQUIRED STAFF**

Per s. HFS 105.52(2)(b), Wisconsin Administrative Code, to be certified to provide prenatal care coordination services that are reimbursable under Wisconsin Medicaid, the applicant shall meet all of the following:

1. Employ at least one qualified professional with at least 2 years of experience in coordinating services for at-risk or low income women.
2. Have on staff, under contract or available in a volunteer capacity a qualified professional to supervise risk assessment and ongoing care coordination and monitoring.
3. Have on staff, under contract or available in a volunteer capacity one or more qualified professionals with the necessary expertise, based on education or at least one year of work experience, to provide health education and nutrition counseling.

### ***Definition of Qualified Professionals***

According to s. HFS 105.52(2)(a), Wisconsin Administrative Code, a qualified professional means, and is limited to, any of the following providers:

- (a) Nurse practitioners licensed as a certified nurse pursuant to s.441.06, Stats., and currently certified by the American Nurses' Association, the National Board of Pediatric Nurse Practitioners and Associates or the Nurses' Association of the American College of Obstetricians and Gynecologists' Certification Corporation.
- (b) Nurse midwives certified under HFS 105.201.
- (c) Public health nurses meeting the qualifications of HFS 139.08.
- (d) Physicians licensed under Chapter 448, Stats., to practice medicine or osteopathy.
- (e) Physician assistants certified under Chapter 448, Stats.
- (f) Dietitians certified or eligible for registration by the commission on dietetic registration of the American Dietetic Association with at least 2 years of community health experience.
- (g) Certified nurses with at 2 years of experience in maternity nursing or community health services or a combination of maternity nursing and community health services.
- (h) Social workers with at least a bachelor's degree and 2 years of experience in a health care or family services program.
- (i) Health educators with a master's degree in health education and at least 2 years of experience in community health services.



### **III. SUFFICIENCY OF AGENCY CERTIFICATION**

According to s. HFS 105.52(3), Wisconsin Administrative Code, individuals employed by or under contract with a Medicaid-certified prenatal care coordination agency may provide prenatal care coordination services upon the Department's issuance of certification to the agency.

The Medicaid-certified prenatal care coordination agency shall maintain a list of all persons who provide or supervise the provision of prenatal care coordination services. The list shall include the credentials of the qualified professionals who supervise the risk assessment and ongoing care coordination and provide health education and nutrition counseling. Upon the Department's request, an agency shall promptly report to the Department in writing the names of persons hired to provide prenatal care coordination services under Wisconsin Medicaid. The agency shall also provide the names of persons who have been, but are no longer, providing prenatal care coordination services under Wisconsin Medicaid.

### **IV. OUTREACH AND MANAGEMENT PLAN**

Per s. HFS 105.52(4), Wisconsin Administrative Code, to be certified to provide prenatal care coordination services under Wisconsin Medicaid, the prenatal care coordination agency shall comply with s. HFS 106.02(9) and shall submit a plan (see Attached "Prenatal Care Coordination Outreach and Management Plan") to the Department documenting the following:

- (a) That the agency is located in the area it will serve.
- (b) That the agency has a variety of techniques to identify low-income pregnant women. For example, the agency could indicate that it has developed or is in the process of developing a working relationship with local health care and social services providers, WIC, the local social/human service department, an Early Identification of Pregnancy program, and the local high school.
- (c) That, at a minimum, the agency has the name, location and telephone number of the following resources in the area to be served:
  - WIC programs
  - Maternal and child health services
  - The county, city, or combined city and county public health agency
  - Child day care services
  - Mental health and alcohol or other drug abuse prevention and treatment agencies

- The county protective service agency
  - Domestic abuse agencies
  - Translator and interpreter services including services for the hearing-impaired
  - Family support services
  - Transportation services
  - Medicaid-certified primary care and obstetric providers, including Medicaid-certified HMOs.
- (d) That the agency, if located in a county with Medicaid-certified HMOs, has on file a signed copy of a memorandum of understanding (MOU) with each HMO participating in the Medicaid program in the county. Refer to attachment for a sample MOU.
- (e) That the agency contacted, in writing Medicaid-certified primary and obstetric care providers in its area and has identified the types of services the prenatal care coordination agency provides. These contacts and this information shall be documented and the documentation retained in the agency's administrative records.
- (f) That the agency has the ability and willingness to deliver services in a manner that is sensitive to the particular characteristics of the racial or ethnic group or groups with which it intends to work. The agency will be required to maintain up-to-date documentation of this ability. The documentation should include one or more of the following:
- Records showing the racial and ethnic composition of the population served in the past.
  - Records showing that the agency has developed, implemented and evaluated programs specifically targeted toward the racial or ethnic group or groups.
  - Records showing that the agency has provided health care services in a geographic area where a significant percentage of the population was the same as the agency's targeted racial or ethnic group or groups.
  - Evidence that the agency's board or administration has a significant amount of representation from the targeted group or groups.
  - Letters of support from minority health service organizations that represent the targeted group or groups.

- Evidence of the agency's ability to address pertinent cultural issues such as cultural norms and beliefs, language, outreach networking and extended family relationships.
- (g) That the agency has the ability to arrange for supportive services provided by other funding sources such as county transportation, county protective services, interpreter services, childcare services and housing. This description shall include the methods, techniques and contacts that will be used to offer and provide assistance in accessing those services.
- (h) That the agency has the capability to provide ongoing prenatal care coordination monitoring of high-risk pregnant women and to ensure that all necessary services are obtained.
- (i) The agency has on staff, under contract or available in a volunteer capacity, individuals who are qualified professionals with the expertise described above (under "Required Staff").

The above guidelines express the standard certification expectations. Agencies may apply for certification if they do not meet these standards. Approval of the application in such cases will depend on the agency's showing that it has developed or will develop reasonable alternative means to assure adequacy and quality of their prenatal care coordination services.

Jim Doyle  
Governor

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## State of Wisconsin

### Department of Health and Family Services

#### DIVISION OF HEALTH CARE FINANCING

1 WEST WILSON STREET  
P O BOX 309  
MADISON WI 53701-0309

Telephone: 608-266-8922  
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TTY: 608-261-7798  
[www.dhfs.state.wi.us](http://www.dhfs.state.wi.us)

## PRENATAL CARE COORDINATION AGENCY TERMS OF REIMBURSEMENT

The Department will establish maximum allowable fees for all covered prenatal care coordination services provided to Wisconsin Medicaid program recipients eligible on the date of service. The maximum allowable fees shall be based on various factors, including a review of usual and customary charges submitted to the Medicaid program, the Wisconsin State Legislature's Medicaid budgetary constraints, and other relevant economic limitations. Maximum allowable fees may be adjusted to reflect reimbursement limits or limits on the availability of federal funding as specified in federal law.

Providers are required to bill their usual and customary charges for services provided. The usual and customary charge is the amount charged by the provider for the same service when provided to non-Medicaid patients. For providers using a sliding fee scale for specific services, the usual and customary charge is the median of the individual provider's charge for the service when provided to non-Medicaid patients. The usual and customary charge should be reasonably related to the provider's cost to provide the service.

For each covered service, the Department shall pay the lesser of a provider's usual and customary charge or the maximum allowable fee established by the Department. Medicaid reimbursement, less appropriate copayments and payments by other insurers, if applicable, will be considered to be payment in full. Payments for prenatal care coordination services shall be limited to a maximum copayment per pregnancy, as established by the Department.

The Department will adjust payments made to providers to reflect the amounts of any allowable copayments which the providers are required to collect pursuant to Chapter 49, Wisconsin Statutes.

Payments for deductible and coinsurance payable on an assigned Medicare claim shall be made in accordance with Section 49.46(2)(c), Wisconsin Statutes.

In accordance with federal regulations contained in 42 CFR 447.205, the Department will provide public notice in advance of the effective date of any significant proposed change in its methods and standards for setting maximum allowable fees for services.

Applicable Provider Type: 46

PC09154.JF/TOR

Effective Date: January 1, 1993  
Renewed: April 1, 1994

WISCONSIN MEDICAID  
PROVIDER APPLICATION  
INFORMATION AND INSTRUCTIONS

Wisconsin Medicaid requires information to enable Medicaid to certify providers and to authorize and pay for medical services provided to eligible recipients.

Personally identifiable information about Medicaid providers is used for purposes directly related to Medicaid administration such as determining the certification of providers or processing provider claims for reimbursement. Failure to supply the information requested by the form may result in denial of Medicaid payment for the services.

The use of this form is voluntary. However, in order to be certified, you must complete this form and submit it to the address indicated.

**INSTRUCTIONS:** Type or print your information on this application. Complete all sections. If a question does not apply to your application, write "N/A" in the field. Failure to complete all sections of this application will cause delay and may cause denial of certification.

**IMPORTANT NOTICE:** In receiving this application from and granting Medicaid certification to the individual or other entity named below as "Provider Applicant," Wisconsin Medicaid relies on the truth of all the following statements:

1. Provider Applicant submitted this application or authorized or otherwise caused it to be submitted.
2. All information entered on this application is accurate and complete, and that if any of that information changes after this application is submitted Provider Applicant will timely notify Wisconsin Medicaid of any such change.
3. By submitting this application or causing or authorizing it to be submitted, Provider Applicant agrees to abide by all statutes, rules, and policies governing Wisconsin Medicaid.
4. Provider Applicant knows and understands the certification requirements included in the application materials for the applicable provider types.

If any of the foregoing statements are not true, Wisconsin Medicaid may terminate Provider Applicant's certification or take other action authorized under ch. HFS106, Wis. Admin. Code, or other legal authority governing Wisconsin Medicaid.

**DISTRIBUTION**— Submit completed form to:

Wisconsin Medicaid  
Provider Maintenance  
6406 Bridge Road  
Madison WI 53784-0006

If you have any questions, call Provider Services at (800) 947-9627.

FOR OFFICE USE ONLY

|                 |                    |             |
|-----------------|--------------------|-------------|
| ECN             | Date Requested     | Date Mailed |
| Provider Number | Effective Date     |             |
| Provider Type   | Provider Specialty |             |

**WISCONSIN MEDICAID  
PROVIDER APPLICATION**

**INSTRUCTIONS:**Type or print clearly. Before completing this application, read Information and Instructions.

This application is for:

- ☐ Individual.  
☐ Group/Clinic.  
☐ Change of Ownership, effective\_\_/\_\_/\_\_\_\_.

**SECTION I— PROVIDER NAME AND PHYSICAL ADDRESS**

**Special Instructions**

**Name — Provider Applicant** — Enter only one name. All applicants (e.g., individuals, groups, agencies, companies) must enter their name on this line. If your agency uses a "doing business as" (DBA), then enter your DBA name. The name entered on this line must exactly match the provider name used on all other documents for Wisconsin Medicaid.

**Name — Group or Contact Person** — Individual applicants employed by a group or agency should indicate their employer on this line. Applicants who are not employed by a group or agency may use this line as an additional name line or attention line to ensure proper mail delivery.

**Address — Physical Work** — Indicate address where services are primarily provided. Wisconsin Medicaid will send general information and correspondence to this address. Official correspondence will be sent certified. Failure to sign for official correspondence could result in decertification. It is not acceptable to use a drop box or post office box alone. Do not use a Medicaid recipient's residence or a billing service address.

**Date of Birth — Individual / Social Security Number** — Required for individual applicants only. Enter date as MM/DD/YYYY.

**Name — Medicaid Contact Person, Telephone Numbers, and Fax Number** — List the name, telephone number, and fax number of a person within your organization who can be contacted about Medicaid questions. Also list a telephone number clients can use to reach you. This telephone number must be kept current with Wisconsin Medicaid.

**Medicare Part A Number and Medicare Part B Number** — Required for Medicare-certified providers. Please use Medicare numbers appropriate for the same type of services as this application.

Name — Provider Applicant(Agency Name or Last, First Name, Middle Initial)

Name — Group or Contact Person

Address — Physical Work

|  |                                  |                                |   |
|--|----------------------------------|--------------------------------|---|
| City   | State                            | Zip Code                       | County  |
| Date of Birth— Individual                              | SSN                              | Name — Medicaid Contact Person |   |
| Telephone Number— Medicaid Contact Person              | Telephone Number— For Client Use |                                | Fax Number  |
| Current and/or Previous State Medicaid Provider Number |                                  |                                |   |
|  |                                  |                                | <input type="checkbox"/> Wisconsin <input type="checkbox"/> Other |
| Medicare Part A Number                                 |                                  |                                | Effective Date  |
| Medicare Part B Number                                 |                                  |                                | Effective Date  |

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## SECTION II — ADDITIONAL INFORMATION

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### Special Instructions

Respond to all applicable items:

- **All applicants must complete question 1. Providers with a physical address in Minnesota, Michigan, Iowa, or Illinois** must attach a copy of their current license.
- **Physicians** must answer **question 2**.
- **Applicants who will bill for laboratory tests** must answer **question 3**. Attach a copy of their current Clinical Laboratory Improvement Amendment (CLIA) certificate.
- **All applicants certified to prescribe drugs** must answer **question 4**.
- **Individuals affiliated with a Medicaid-certified group** must answer **question 5**.

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1. Individual or Agency License, Certification, or Regulation Number(s)

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2. Unique Physician Identification Number (UPIN)

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3. CLIA Number

---

4. Drug Enforcement Administration (DEA) Number

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5. Medicaid Clinic/Group Number

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## SECTION III — PROVIDER PAYEE NAME AND PAYEE ADDRESS

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### Special Instructions

**Name — Payee** — Enter the name to whom checks are payable. Individuals reporting income to the Internal Revenue Service (IRS) under a SSN must enter the individual name recorded with the IRS for the SSN. Applicants reporting income to the IRS under an employer identification number (EIN) must enter the name exactly as it is recorded with the IRS for the EIN.

**TIN** — Enter the Taxpayer Identification Number (TIN) that should be used to report income to the IRS. Check whether the TIN is an EIN or SSN. The number entered must be the TIN of the payee name entered. The payee name and TIN must exactly match what is on record with the IRS.

**TIN Effective Date** — This is the date the TIN became effective for the provider.

**Name — Group or Contact Person** (Optional) — Enter an additional name (e.g., business, group, agency) that should be printed on checks and Remittance and Status (R/S) Reports (payment/denial report) to ensure proper delivery.

**Address — Payee** — Indicate where checks and R/S Reports should be mailed. A post office box alone may be used for this address.

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Name — Payee

|     |                    |   |
|-----|--------------------|---|
| TIN | TIN Effective Date | <input type="checkbox"/> EIN    or <input type="checkbox"/> SSN |
|-----|--------------------|---|

---

Name — Group or Contact Person

---

Address — Payee

|      |        |       |          |
|------|--------|-------|----------|
| City | County | State | Zip Code |
|------|--------|-------|----------|

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## SECTION IV — TYPE OF CERTIFICATION

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Check the provider type for this application from the list below. A separate application is required (in most cases) for each provider type for which you wish to be certified. An individual may choose only one provider type per application.

- |  |  |
|--|--|
| <input type="checkbox"/> Ambulance.  | <input type="checkbox"/> Nurse Services (Independent Home Care):         |
| <input type="checkbox"/> Ambulatory Surgery Center.  | <input type="checkbox"/> Respiratory Care Services.                      |
| <input type="checkbox"/> Anesthesiology Assistant*.  | <input type="checkbox"/> Private Duty.                                   |
| <input type="checkbox"/> Anesthetist CRNA.   | <input type="checkbox"/> Midwife.  |
| <input type="checkbox"/> Audiologist.  | <input type="checkbox"/> Occupational Therapy (OT).                      |
| <input type="checkbox"/> Audiologist/Hearing Instrument Specialist.                                      | <input type="checkbox"/> OT Assistant*.                                  |
| <input type="checkbox"/> Case Management.  | <input type="checkbox"/> Optician.                                       |
| <input type="checkbox"/> Chiropractor.   | <input type="checkbox"/> Optometrist.                                    |
| <input type="checkbox"/> Community Care Organization.  | <input type="checkbox"/> Osteopath (See below).                          |
| <input type="checkbox"/> Dentist, Specialty _____.   | <input type="checkbox"/> Osteopath Group/Clinic (See below).             |
| <input type="checkbox"/> End Stage Renal Disease.  | <input type="checkbox"/> Personal Care Agency.                           |
| <input type="checkbox"/> Family Planning Clinic.   | <input type="checkbox"/> Pharmacy.                                       |
| <input type="checkbox"/> HealthCheck Screener.   | <input type="checkbox"/> Physical Therapy (PT).                          |
| <input type="checkbox"/> HealthCheck "Other" Services:   | <input type="checkbox"/> PT Assistant*.                                  |
| <input type="checkbox"/> <input type="checkbox"/> Other Eligible Services.                               | <input type="checkbox"/> Physician (See below).                          |
| <input type="checkbox"/> Hearing Instrument Specialist.  | <input type="checkbox"/> Physician Assistant*.                           |
| <input type="checkbox"/> Home Health Agency:   | <input type="checkbox"/> Physician Group/Clinic (See below).             |
| <input type="checkbox"/> <input type="checkbox"/> With Personal Care.                                    | <input type="checkbox"/> Podiatrist.                                     |
| <input type="checkbox"/> <input type="checkbox"/> With Respiratory Care.                                 | <input type="checkbox"/> Portable X-ray.                                 |
| <input type="checkbox"/> Hospice.  | <input type="checkbox"/> Prenatal Care Coordination (PNCC).              |
| <input type="checkbox"/> Independent Lab.  | <input type="checkbox"/> Rehabilitation Agency.                          |
| <input type="checkbox"/> Individual Medical Supply:  | <input type="checkbox"/> Respiratory Therapist.                          |
| <input type="checkbox"/> <input type="checkbox"/> Orthodontist and/or: Prosthetist                       | <input type="checkbox"/> Rural Health Clinic.                            |
| <input type="checkbox"/> <input type="checkbox"/> Other _____.   | <input type="checkbox"/> School-Based Services.                          |
| <input type="checkbox"/> Medical Vendor/Durable Medical Equipment (DME).                                 | <input type="checkbox"/> Specialized Medical Vehicle Transportation.     |
| <input type="checkbox"/> Nurse Practitioner:   | <input type="checkbox"/> Speech and Hearing Clinic.                      |
| <input type="checkbox"/> <input type="checkbox"/> Certified Nurse Midwife (masters level or equivalent). | <input type="checkbox"/> Speech and Pathology:                           |
|  | <input type="checkbox"/> Master's Level.                                 |
|  | <input type="checkbox"/> Bachelor's Level*.                              |
|  | <input type="checkbox"/> Therapy Group (Two therapies, i.e., OT and PT). |
|  | <input type="checkbox"/> Others (Describe): _____.                       |

\*Individuals must be supervised and cannot independently bill Wisconsin Medicaid. In most cases, the clinic must submit claims.

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### Osteopaths or physicians, or a group/clinic of an osteopath or physician, must indicate the specialty below (select one specialty):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Allergy.                | <input type="checkbox"/> Internal Medicine.         | <input type="checkbox"/> Pediatric Allergy.  |
| <input type="checkbox"/> Anesthesiology.         | <input type="checkbox"/> Manipulative Therapy.      | <input type="checkbox"/> Pediatric Cardiology.   |
| <input type="checkbox"/> Cardiovascular Disease. | <input type="checkbox"/> Miscellaneous.             | <input type="checkbox"/> Physical Medicine and Rehab.  |
| <input type="checkbox"/> Clinic.                 | <input type="checkbox"/> Nephrology.                | <input type="checkbox"/> Plastic Surgery.  |
| <input type="checkbox"/> Dermatology.            | <input type="checkbox"/> Neurological Surgery.      | <input type="checkbox"/> Preventive Medicine.  |
| <input type="checkbox"/> Ear, Nose, Throat       | <input type="checkbox"/> Neurology.                 | <input type="checkbox"/> Proctology.   |
| <input type="checkbox"/> Otorhinolaryngology.    | <input type="checkbox"/> Nuclear Medicine.          | <input type="checkbox"/> Psychiatry (MDs attach a proof of completed psychiatric residency). |
| <input type="checkbox"/> Emergency Medicine.     | <input type="checkbox"/> Obstetrics and Gynecology. | <input type="checkbox"/> Pulmonary Disease.  |
| <input type="checkbox"/> Family Practice.        | <input type="checkbox"/> Oncology and Hematology.   | <input type="checkbox"/> Radiation Therapy.  |
| <input type="checkbox"/> Gastroenterology.       | <input type="checkbox"/> Ophthalmology.             | <input type="checkbox"/> Radiology.  |
| <input type="checkbox"/> General Practice.       | <input type="checkbox"/> Optometry.                 | <input type="checkbox"/> Thoracic and Cardiovascular Surgery.                                |
| <input type="checkbox"/> General Surgery.        | <input type="checkbox"/> Orthopedic Surgery.        | <input type="checkbox"/> Urgent Care.  |
| <input type="checkbox"/> Geriatrics.             | <input type="checkbox"/> Pathology.                 | <input type="checkbox"/> Urology.  |
|  | <input type="checkbox"/> Pediatrics.                |  |
-



Required: If this application is for a group or clinic, complete the chart below by listing all individuals providing Medicaid services at the clinic.

[illegible]

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**SECTION VI — APPLICANT'S TYPES OF SERVICE PROVIDED AND TYPE OF BUSINESS**

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1. List the types of Medicaid services the applicant's agency will provide (such as dental, emergency transportation, home health, personal care, pharmacy, physician, psychiatric counseling, respiratory care services, etc.).

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2. Applicant's type of business (check appropriate box):

- ☐ Individual.
- ☐ Sole Proprietor:  
County and state where registered \_\_\_\_\_.
- ☐ Corporation for Nonprofit.
- ☐ Limited Liability.
- ☐ Corporation for Profit.  
State of registration \_\_\_\_\_  
Names of corporate officers \_\_\_\_\_  
\_\_\_\_\_

- ☐ Partnership.  
State of registration \_\_\_\_\_.

Names of all partners and SSNs (use additional sheet if needed):

Name \_\_\_\_\_ SSN \_\_\_\_\_

Name \_\_\_\_\_ SSN \_\_\_\_\_

Governmental (check one):

- ☐ County.
- ☐ State.
- ☐ Municipality (city, town, village).
- ☐ Tribal.
- ☐ Other, specify \_\_\_\_\_.

## Definitions for Sections VII-IX

**Controlling interest** — Controlling interest includes, but is not limited to, those enumerated; that is, all owners, creditors, controlling officers, administrators, mortgage holders, employees or stockholders with holdings of 10% or greater of outstanding stock, or holders of any other such position or relationship who may have a bearing on the operation or administration of a medical services-related business.

## SECTION VII — TERMINATION / CONVICTION / SANCTION INFORMATION

Has the applicant, any employee of the applicant, any person in whom the applicant has a controlling interest, or any person having a controlling interest in the applicant been terminated from or convicted of a crime related to a federal or state program?

☐ Yes   ☐ No

If yes, please explain:

## SECTION VIII — CONTROLLING INTEREST IN OTHER HEALTH CARE PROVIDERS

Copy this page and complete as needed.

Does the applicant have a controlling interest in any vendors of special service categories such as, but not limited to, drugs/pharmacy, medical supplies/durable medical equipment, transportation, visiting nurse and/or home health agency, providers of any type of therapy?

- ☐ **Yes.** Identify each health care provider the applicant has a controlling interest or ownership in, supply the information, and describe the type and percentage of controlling interest or ownership (e.g., 5% owner, 50% partner, administrator).  
☐ **No.** Go to Section IX.

Name

Medical Provider Number(s)

SSN/EIN

Address

City

State

Zip Code

County

Telephone Number— Business

Telephone Number— Home

Type and percentage of controlling interest or ownership

Are all of the services provided by the applicant and any special service vendors in which the applicant has a controlling interest billed under a single provider number?

- ☐ **Yes.** Enter the number: \_\_\_\_\_.  
☐ **No.**

SECTION IX — CONTROLLING INTEREST OTHERS (INDIVIDUAL AND / OR ENTITY) HAVE IN THE APPLICANT

Copy this page and complete as needed.

Does any person and/or entity have a controlling interest in any of the Medicaid services the applicant provides? ☒ **Yes**    ☐ **No**

If yes, list the names and addresses of all persons and/or entities with a controlling interest in the applicant.

|                             |                        |                                |  |
|-----------------------------|------------------------|--------------------------------|--|
| Name — Individual or Entity |                        |                                |  |
| Address                     |                        |                                |  |
| City                        |                        | State                          | Zip Code   |
|                             |                        |                                | County   |
| Telephone Number— Business  | Telephone Number— Home |                                | Type and percentage of controlling interest or ownership |
|                             |                        |                                |  |
| SSN or IRS Tax Number       |                        | Provider Number, if applicable |  |
|                             |                        |                                |  |

# Wisconsin Medicaid Prenatal Care Coordination Outreach and Management Plan

*Please type or write clearly*

## I. IDENTIFICATION

Per section HFS 105.52(1), Wisconsin Administrative Code, the following agencies, organizations and providers listed below are eligible for certification as providers of prenatal care coordination services.

Please indicate under which of the following categories you are applying [*check all that apply*]:

- ☐ Community-based health organization
- ☐ Community-based social services agency or organization
- ☐ County, city, or combined city and county public health agency
- ☐ County department of human services under s. 46.23, Stats., or social services under s. 46.215 or 46.22, Stats.
- ☐ Family planning agency certified under s. HFS 105.36
- ☐ Federally qualified health centers (FQHC) as defined in 42 CFR 405.2401(b)
- ☐ Health maintenance organization (HMO)
- ☐ Independent physician association (IPA)
- ☐ Hospital
- ☐ Physician's office or clinic
- ☐ Private case management agency
- ☐ Certified nurse or nurse practitioner
- ☐ Rural health clinics certified under s. HFS 105.35
- ☐ Tribal agency health center
- ☐ Women, Infants, and Children (WIC) program under 42 USC 1786.

Agency name and address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name of agency director: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Signature and date: \_\_\_\_\_

How would you categorize,

1. Your agency:

☐

Public

☐

Private

2. Your primary delivery model:

☐

Home visit

☐

One-stop-shop

☐

Other [*Please specify*]\_\_\_\_\_

***[Please answer the following questions in the spaces provided. Attach additional pages if needed.]***

## **II. OUTREACH AND MANAGEMENT PLAN**

- (a) Please indicate your target population and the geographic area you will serve. *[Your agency must be located in the same area of your target population.]* List by county, municipality or similar designation; include ZIP codes if needed to designate part of a city or county.

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- (b) Briefly describe outreach efforts and case finding techniques to be used in identifying eligible pregnant women and in informing the community of available prenatal care coordination services. *[For example, outline strategies for marketing and promoting prenatal care coordination services in the community].*

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- (c) Please list the name address and telephone number of appropriate community resources. The list must include those resources listed on Attachment A of your certification packet, Section IV. (c) in your certification packet.

**Resource**

**Address**

**Telephone Number**

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- (d) Does your agency have (or is your agency in the process of obtaining) a memorandum of understanding (MOU) with each Medicaid-certified HMO in your county? [*You do not need to send us the MOUs, but you must have a signed copy of each on file.*] Sample attached.

☐ **Yes**      ☐ **No**

If no, explain \_\_\_\_\_

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- (e) In some cases recipients may not have a primary health care provider and will need your assistance in finding one. Please indicate the name, address and telephone number of Medicaid-certified primary health care provider(s) in your area with whom you have referral arrangements.

**Health Care Provider**

**Address**

**Telephone Number**

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- (f) Please demonstrate how your agency meets the following definition of cultural competence: “cultural competence” refers to: a program’s ability to honor and respect beliefs, interpersonal styles, attitudes, and behaviors of families who are clients as well as the multi-cultural staff who are providing services. It also incorporates these values at the levels of policy, administration, and practice.

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- (g) Briefly describe your ability to arrange for supportive services available in the community. In your description, please include the methods, techniques and contacts that you will use to offer and provide assistance in arranging and accessing supportive and other services.

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- (h) Briefly describe your agency's experience (scope and duration) working with pregnant women. Please indicate how you worked with women who are high-risk.

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- (i) To receive Medicaid prenatal care coordination certification, you must answer "Yes" to all of the following requirements. Please refer to Attachment A of the certification packet for the definition of "qualified professional."

Does your agency:

**Yes**   **No**

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Employ at least one qualified professional with at least 2 years of experience in coordinating services for at-risk or low income women?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Have on staff, under contract or available in a volunteer capacity a qualified professional to supervise risk assessment and ongoing care coordination and monitoring?   |
| <input type="checkbox"/> | <input type="checkbox"/> | Have on staff, under contract or available in a volunteer capacity one or more qualified professionals with the necessary expertise, based on education or at least one year of work experience, to provide health education and nutrition counseling? |

Please list the names and titles of your program staff. Attach resumes for all staff listed. *[Staff could include a combination of health/human service professionals and trained paraprofessionals (for example, resource moms and community health aides). Available staff should reflect a broad spectrum of training, skills and knowledge concerning the local service delivery system, the women's needs, available resources, and the need for integrated services.]*

**Name of Staff**

**Title**

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

“The Wisconsin Medicaid program requires information to enable the Medicaid program to certify providers and to authorize pay for medical services provided to eligible recipients.

Personally identifiable information about Medicaid providers is used for purposes directly related to the Medicaid program administration such as determining the certification of providers or processing provider claims for reimbursement. Failure to supply the information requested by the form may result in denial of Medicaid payment for those services.”

## **Memorandum of Understanding (Sample Format)**

### **Health Care Provider and Prenatal Care Coordination Agency**

Prenatal Care Coordination (PNCC) is a service covered by Wisconsin Medicaid for all recipients. Successful provision of this service to individual recipients requires cooperation, coordination, and communication between the health care provider and the PNCC agency. The PNCC agency is responsible for outreach, risk assessment, care planning, care coordination, and follow up to support high-risk women. The health care provider is responsible for providing medically necessary services.

The health care provider and the PNCC provider agree to facilitate effective communication between agencies, work to resolve interagency coordination and communication problems, and inform staff from both the health care provider and the PNCC agency about the policies and procedures for this cooperation, coordination, and communication.

Recognizing that these “clients-in-common” are at high risk for poor birth outcomes, the health care provider and the PNCC provider agree to cooperate in removing access barriers, coordinating care, and providing culturally competent services.

This agreement becomes effective on the date the PNCC agency is certified by Wisconsin Medicaid or on the date when both the HMO and the PNCC agency have signed, whichever is later. It remains in effect until it is cancelled in writing with two weeks notice by either signer.

| <b>Name of Health Care Provider or HMO</b> | <b>Name of PNCC Agency</b> |
|--|----------------------------|
| Authorizing Signature                      | Authorizing Signature      |
| Title                                      | Title                      |
| Date                                       | Date                       |



Jim Doyle  
Governor

Helene Nelson  
Secretary

DOH 1111A (Rev. 9.97)  
DHFS/HEALTH  
Wis. Adm. Code HSS 105.01

1 WEST WILSON STREET  
P O BOX 309  
MADISON WI 53701-0309

Telephone: 608-266-8922  
FAX: 608-266-1096  
TTY: 608-261-7798  
www.dhfs.state.wi.us

## State of Wisconsin

### Department of Health and Family Services

## DEPARTMENT OF HEALTH AND FAMILY SERVICES WISCONSIN MEDICAID PROGRAM PROVIDER AGREEMENT

(Standard: for individual and most clinic/group/agency providers)

The State of Wisconsin, Department of Health and Family Services, hereinafter referred to as the Department, hereby enters into an agreement with **(fill in name here)**

### **Provider Name:**

\_\_\_\_\_,  
(Provider's Name and Number (if assigned). Name must exactly match the name used on all other documents)  
a provider of health care services, hereinafter referred to as the Provider, to provide services under Wisconsin's Medicaid Program, subject to the following terms and conditions:

1. The Provider shall comply with all federal laws, including laws relating to Title XIX of the Social Security Act, State laws pertinent to Wisconsin's Medicaid Program, official written policy as transmitted to the Provider in the Wisconsin Medicaid Program Handbooks and all other publications, the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, the Age Discrimination Act of 1975, the Department of Health and Family Services Standards for Equal Opportunity in Service Delivery, section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the Wisconsin Fair Employment Law, as are now in effect or as may later be amended.
2. The Department shall reimburse the Provider for services and items properly provided under the program in accordance with the "Terms of Reimbursement," as are now in effect or as may later be amended.
3. In accordance with 42 CFR s. 431.107 of the federal Medicaid regulations, the Provider agrees to keep any records necessary to disclose the extent of services provided to recipients, upon request, and to furnish to the Department, the Secretary of the federal Department of Health and Human Services, or the state Medicaid Fraud Control Unit, any information regarding services provided and payments claimed by the Provider for furnishing services under the Wisconsin Medicaid Program.
4. The Provider agrees to comply with the disclosure requirements of 42 CFR Part 455, Subpart B, as now in effect or as may be amended. The Provider shall furnish to the Department in writing:

- (a) the names and addresses of all vendors of drugs, medical supplies or transportation, or other providers in which it has a controlling interest or ownership;
  - (b) the names and addresses of all persons who have a controlling interest in the Provider;
  - (c) whether any of the persons named in compliance with (a) and (b) above are related to another as spouse, parent, child, or sibling;
  - (d) the names, addresses, and any significant business transactions between the Provider and any subcontractor;
  - (e) the identity of any person who has been convicted of a criminal offense related to that person's involvement in any program under Medicare, Medicaid or Title 20 services programs since the inception of those programs.
5. The Provider hereby affirms that it and each person employed by it for the purpose of providing services holds all licenses or similar entitlements as specified in HFS 101 to 108, Wisconsin Administrative Code, and required by federal or state statute, regulation, or rule for the provision of the service.
6. The Provider consents to the use of statistical sampling and extrapolation as the means to determine the amounts owed by the Provider to the Wisconsin Medicaid Program as a result of an investigation or audit conducted by the Department, the Department of Justice Medicaid Fraud Control Unit, the federal Department of Health and Human Services, the Federal Bureau of Investigation, or an authorized agent of any of these.
7. Unless earlier terminated as provided in paragraph 8 below, this agreement shall remain in full force and effect for a maximum of one year, with the agreement expiring annually on March 31. Renewal shall be governed by s. HFS 105.02(8), Wisconsin Administrative Code.
8. This agreement may be terminated as follows:
- (a) By the Provider as provided at s. HFS 106.05, Wisconsin Administrative Code.
  - (b) By the Department upon grounds set forth at s. HFS 106.06, Wisconsin Administrative Code.

"The Wisconsin Medicaid program requires information to enable the Medicaid program to certify providers and to authorize pay for medical services provided to eligible recipients.

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### **SIGNATURES FOLLOW ON PAGE 3**

**ALL THREE PAGES OF THIS PROVIDER AGREEMENT MUST BE RETURNED TOGETHER.**

\_\_\_\_\_  
Name of Provider (Typed or Printed)

\_\_\_\_\_  
Physical Street Address

\_\_\_\_\_  
City State Zip

TITLE: \_\_\_\_\_

BY: \_\_\_\_\_  
Signature of Provider

DATE: \_\_\_\_\_

(For Department Use Only)

STATE OF WISCONSIN DEPARTMENT  
OF HEALTH AND FAMILY SERVICES

BY: \_\_\_\_\_

DATE: \_\_\_\_\_

**MODIFICATIONS TO THIS AGREEMENT CANNOT AND WILL NOT BE AGREED TO.  
THIS AGREEMENT IS NOT TRANSFERABLE OR ASSIGNABLE.**

**PRINT CLEARLY, THIS IS YOUR MAILING LABEL.** For recertification (renewals)  
**ONLY.** Fill in the address below **IF** the processed Provider Agreement should be sent to a different  
address than the physical street address above.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Jim Doyle  
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DOH 1111A (Rev. 9.97)  
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  - (c) whether any of the persons named in compliance with (a) and (b) above are related to another as spouse, parent, child, or sibling;
  - (d) the names, addresses, and any significant business transactions between the Provider and any subcontractor;
  - (e) the identity of any person who has been convicted of a criminal offense related to that person's involvement in any program under Medicare, Medicaid or Title 20 services programs since the inception of those programs.
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6. The Provider consents to the use of statistical sampling and extrapolation as the means to determine the amounts owed by the Provider to the Wisconsin Medicaid Program as a result of an investigation or audit conducted by the Department, the Department of Justice Medicaid Fraud Control Unit, the federal Department of Health and Human Services, the Federal Bureau of Investigation, or an authorized agent of any of these.
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Physical Street Address

\_\_\_\_\_  
City State Zip

TITLE: \_\_\_\_\_

BY: \_\_\_\_\_  
Signature of Provider

DATE: \_\_\_\_\_

(For Department Use Only)

STATE OF WISCONSIN DEPARTMENT  
OF HEALTH AND FAMILY SERVICES

BY: \_\_\_\_\_

DATE: \_\_\_\_\_

**MODIFICATIONS TO THIS AGREEMENT CANNOT AND WILL NOT BE AGREED TO.  
THIS AGREEMENT IS NOT TRANSFERABLE OR ASSIGNABLE.**

**PRINT CLEARLY, THIS IS YOUR MAILING LABEL.** For recertification (renewals)  
**ONLY.** Fill in the address below **IF** the processed Provider Agreement should be sent to a different  
address than the physical street address above.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **WISCONSIN MEDICAID ELECTRONIC BILLING GENERAL INFORMATION**

Wisconsin Medicaid has several electronic billing options available for trading partners to submit electronic claims. HIPAA compliant Software is available at no cost for submitting claims to Wisconsin Medicaid except for retail pharmacy services. For further information, or to order free software refer to:  
<http://www.dhfs.state.wi.us/medicaid9/pes/pes.htm> or contact the Provider Services at 1-800-947-9627 or the EDI Department at 608-221-9036.

### **ELECTRONIC METHODS FOR SUBMITTING MEDICAID CLAIMS**

- Provider Electronic Solutions (PES) – Wisconsin Medicaid HIPAA Compliant Free Software
  - 837 Institutional
  - 837 Professional
  - 837 Dental
  - 997 Functional Acknowledgement
  - 835 Health Care Payment Advice
- Cartridge - Providers with the capability to create their claim information on 3480, 3490 or 3490E cartridge can submit those tapes to Wisconsin Medicaid in the HIPAA compliant formats.
- RAS/Internet – Allows providers to send their data files to Wisconsin Medicaid using a direct RAS connection or Web Browser.
- Third Party Biller – Providers have the option of purchasing a billing system or contracting with a Third Party Biller, to submit their claims.